



Saving
**HOME
CONSTRUCTION
COSTS**



Belma Gilbert

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costs*





When the Dream comes true

"We're going to build a *home*—"

Honest pride, pardonable vanity, the thrill of possession—and why not!

Did not the happy young home-builder years ago dream a day-dream?—a dream of a home, *his* home, *our* home?—of a bride, a mother, children, a living room with fire-place, a breakfast room in blue, a work-bench in the basement, a sleeping porch, a white kitchen for her, a play room for the toddlers, a lawn with shrubs, a garden of flowers, a tree for a swing, a hedge to trim, a lawn to conjure with!

It took long saving and much sacrifice. It was a goal to work to, to fight for—a prize to win. And now the dream has come true—the prize is won.

"We're going to build a *home*—"

How much will it cost? That doesn't matter so much. Mansion or cottage? Neither does that matter. Wood, stone, brick, stucco, bungalow, Queen Anne, English, Colonial—that

isn't vital either. Suit your taste and your pocket book.

But—

Here is something vital!

Build that home well.

If it's three rooms or thirty, build it as carefully, as painstakingly, as thoughtfully as if it were to be the only home you'll ever have—the only home your children will ever have. You are going to put money into it, yes—and also put your heart into it—your soul. It's worth it! Name something finer, something more wonderful, something in way of an ideal more exalted, if you please, than a HOME—word of blessed memory where the dearest, sweetest things of life have clung since man had love in his heart!

This little book, then, hopes to be of some help to you in the problem of *building well*, and—

Furthermore—

It hopes to show you that it is possible to build well at a money saving!



Saving Home Construction Costs

By

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BUILDING materials, like everything else in the world, are of two kinds—the good and the bad—but there are many kinds of goodness. And there is this unusual thing about selecting materials—you can go over the line both ways. They can be too good as well as too bad.

Now this whole matter of good materials is in many ways the most confusing of all to the home-builder. Just as soon as he begins to think of building and lets his thoughts be



known, he is deluged with a mass of pamphlets, tracts, and catalogs, every one telling him in the most convincing manner that his house will probably fall into dissolution if he should fail to use the thing suggested. When, in addition to this, he has listened to the arguments of many courteous but insistent salesmen who have materials and appliances to sell, is it any wonder that he becomes confused?

Then there is another matter that gets the home builder off the course of sound building materials—that is the one of finishes, fittings, painting, extra equipment of various kinds. The home builder learns now, perhaps for the first time, about contrivances and finishes without which life in his home will be a burden and domestic peace unknown. He becomes more and more interested in these things and less centered on the substantial materials of which his house must inevitably be built. Yet nothing could be more important to his home and his content in it than the obtaining of sound grades of lumber, of brick, and of concrete—these drudges, which may not shine in the world, but which with willing hands, do the world's work and provide much of its comfort.

Every one of these common materials is represented by an endless array of qualities ranging all the way from the best to the worst, and the

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security of savings and the satisfaction of mind depend upon what particular class the home builder gets in his home. When these truths are realized it will be understood why the architects who supply the designs, the loan companies who supply the money, and the conscientious dealers who supply the materials are concerned with the selections that are made.

Materials may be divided into three different classes. At the top of the list we have the most expensive kind represented by elaborately treated face brick, quarter sawed woods, solid china plumbing fixtures, enamel paints, and so on. A second is the standard class. This is represented by materials that are not perfect as to appearance—that is to say, the glass may be warped a little, the wood may be plain sawed, the brick



face may be smooth rather than rough, and so on, but these materials are strong and durable and when they are used wisely they give excellent appearances. It is economical to use materials of this kind.

The third class you must not use. Standard woods are arranged according to their qualities into many classes—some for framing, some for boarding, and some for finishing. Do not try to use for framing a class of lumber that is suitable only for common boards. Do not expect your house to remain in good condition if the foundation walls are made of concrete in which too little cement is used. In other words, do not risk the whole security of your investment for the sake of saving a few paltry dollars. The second class is the safe one for you. Therein lies the best opportunity for economy at the time of the building of your home and in the long run.

The economy of materials thus starts out with the very beginning of home building when the specifications are written. And the problem eventually comes down to this: namely, how to get sound materials without extravagance for one may select the most luxurious kinds without achieving any real advance in durability or comfort.

For example, if you take an oak timber and cut it straight in toward the center of the tree, you obtain a

facing which is of peculiar beauty. This is known as the quarter sawed face. A piece of lumber cut in this way has the double virtue of fine appearance and of great strength, but if we were to require the use of quarter sawed stock alone for framing joists and studs, we would increase the expense of the house beyond all reason without making it sufficiently stronger to justify the extra expense. To carry this idea into a little more practical application it is easy to see that the use of quarter sawed oak or of any other material of like fineness for interior finishing only, would entail an extra expense and therefore a reduction in first economies which would not be



reasonable from the point of view of one who must build at the lowest possible first cost consistent with good construction. All of which is just another way of saying that when we ask you to use sound materials we do not by any means intend to suggest that you must pick out the most extravagant things.

The specifications for the building of a home are full of possibilities for savings or extravagances. You may insist on double strength or "A" quality window glass where single strength or "B" quality would do exactly as well. You may insist on first quality or clear quarter sawed oak where second or third quality would give you fine appearances and exactly the same durability. You had better have sound joists under your common oak floors than weak, knotty, sagging beams with the clearest and best oak that you can get for the finish floor.

The use of good materials in home building may then have this particular sense—that money may be wasted through the use of good materials that are extravagantly fine. Let no one deduce from this that I am recommending the use of poor materials. Nothing could be further from my intention, for to the home-builder nothing could be more wasteful. There is a no more certain way of losing your hard earned savings than to invest them in materials that are

not up to standard strength and quality.

We have all seen houses that have grown old before their time—wooden houses out of plumb, boards pulled away from their nailings, shingles curled, floors sagged, brick houses with the mortar washed out of the joints, bricks soft and badly stained, stucco houses cracked and the lath exposed to rusting and fine appearances ruined. These are the almost certain results of poor materials.

Bad workmanship with poor construction is the twin evil with bad materials. Poor building from any cause—materials, workmanship, or methods—always shows up in the life of the building. The man who built that dilapidated house we see, saved perhaps, when he built it, 5% or 6% of the proper total cost of the house by the use of inferior materials. At the end of a ten-year period his house



is in so bad a state of repair that it is worth, as it stands, perhaps only half of what was originally put into it. There has been a depreciation of 50% during this period, which is 5% per year. If he had built of good materials in the first place and had kept the house in absolutely good repair thereafter for the ten-year period, it would be saleable normally at the price which it originally cost, and the repairs during this time would not have exceeded 20% of the original investment or 2% a year. If this is an exaggerated statement, its error lies in showing for the better built house a heavier per cent for repairs than would be necessary. Good houses and poor houses stand side by side in all the streets of our cities. The well-built house in which materials have been used wisely is the kind of house you want as the security for your hard earned savings.

I once had the honor to stand before a gathering composed of builders and students of architecture, and I talked on the importance of having



wood well seasoned. I showed that unseasoned wood was most likely to rot, that such wood used in building was sure to crack the plaster, and that the floors would be uneven. I told why unseasoned wood makes windows that will not open and close easily, and doors that will not fit their openings. I showed how wood shrinks and twists as it dries or seasons and how this seasoning has to be carried out slowly and expertly in order to avoid dangerous cracks in the timbers, and I showed many examples of bad building that came from using poorly prepared wood.

When I had finished a young man in the audience rose and objected to my statements. He said he had lived in a country where wood was cut from the forest, sawed at once into planks, and immediately framed into buildings. He said this was done because it had been found that if the wood was allowed to stand to season it warped badly, the fibres became twisted and perhaps pulled apart so that it was hard to make a straight frame with it, and it was therefore necessary to put these timbers into the building before they warped badly. I know that you see what happened to houses built from this wood.

You could follow that builder around the town by the houses he had built. The timbers used in the walls and floors of his houses dried out after they were put into place and all the strains of twisting and warping were thrown on to the nailings in the studs, joists, lath, wood casings, and floors. The houses built by this man are of the kind that go to pieces. They are the kind of house you cannot afford no matter how cheap they may be.

A home-builder cannot be an expert in these matters. He cannot season the wood. He cannot burn the brick. He cannot even know much about the distinction between well seasoned wood and well burned brick. He has no way of testing the cement to see if it is of the best quality. He must therefore rely on the intelligence and integrity of someone else to insure him the best building at the least expense. If his home building is in the hands of an architect, he is doubly insured against disappointment, but if he does not employ an architect his best protection will lie in the use of materials that are well known. If a manufacturer thinks enough of his material to stamp his name upon it and to supply you with a guarantee that it will give you the performance you have a right to expect, you may use his material with confidence.

If you are an investor with only

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a small sum of money to put into securities you do not invest in stocks of highly hazardous risks. You play safe even though the hazardous stock might perchance yield you a larger income. You invest your money in the bonds of well established concerns. We want you to invest your home building money in the materials of manufacturers and producers who have a reputation to sustain and who have sustained it many years by supplying high grade materials so that you will be insured against having your house a liability rather than an asset.

Just remember this—that you pay the price of good materials anyway, whether you get them or not. If you do not get the sound, strong, durable materials in the first place you pay for them in repairs on the poor stuff—little nagging bills that never end



and that discourage you with home building and home owning. It will cost you less to pay rent! Play the game. Do not delude yourself. There is no short cut. Do not risk the whole security of your investment for the sake of saving a few hundred dollars.

There is a double barreled "don't" in this—don't be extravagant at the expense of durability—don't use a few poor materials at the risk of your whole investment.



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Long Bell Lumber Saves Home Construction Costs



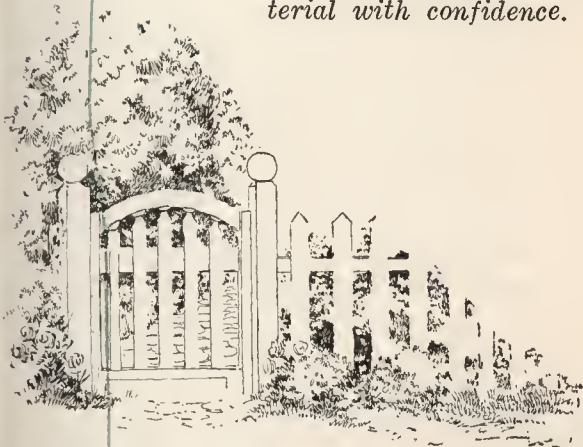
NE item enters into the construction of every home that is built—and that item is *lumber*.

Sooner or later, to every home-builder, this fact comes home:

There is a difference in lumber.

Mr. Robert Taylor Jones, in his excellent article on "Saving Home Construction Costs," sums up with this significant statement:

*If a manufacturer thinks
enough of his material to
stamp his name upon it
* * * you may use his ma-
terial with confidence.*



The branding of all its lumber and lumber products with its trade-marked name was a policy adopted by The Long-Bell Lumber Company more than four years ago. It was done after this company had been engaged in the lumber business since 1875 and followed more than a quarter of a century of manufacturing lumber that had a growing reputation for uniform quality.

The Long-Bell Lumber Company had been taking extra pains to produce good lumber for many years; but its products were going out into the market unidentified, mixed with other lumber not so good and forced to compete with products that came under the general name of "just lumber." It was concluded that if Long-Bell lumber was better than ordinary lumber, as it proved itself to be, that if it had been made according to unusually high standards of workmanship, that if it was really a dependable product, that if the public was to benefit by an opportunity to assure itself of getting something more uniformly and permanently dependable than the ordinary run of lumber—why then The Long-Bell Lumber Company should brand its lumber as the means of assurance and identification to the builder.

Today the name Long-Bell on the end of a board, a timber, on flooring, on any item that enters into construc-

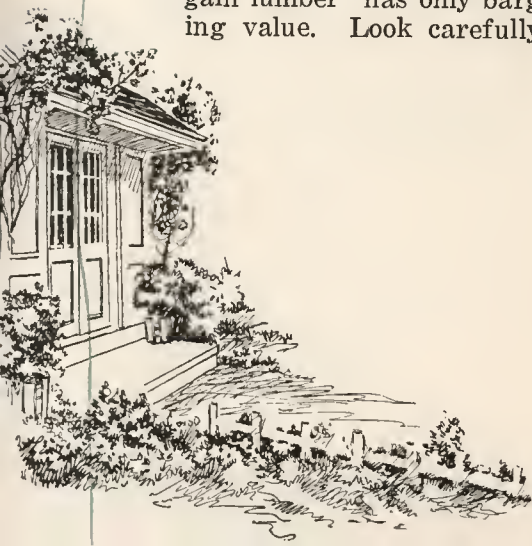
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tion, can be set down as a *guide to good materials*.

Mr. Jones argued logically for the economy that results in building a home wisely and well of good materials. We would emphasize his caution in our own words:

Do not let a few dollars on a lumber bill stand between you and a good home.

Lumber buyers often "shop around." Unfortunately for the home-builder himself "the best deal" too frequently means the lowest price—and consequently lumber of questionable building value. For the sake of your investment, give just as much consideration to the value of your lumber as to the price. "Bargain lumber" has only bargain building value. Look carefully into the



quality and the lasting dependability of lumber whose only sales argument is, "It's the cheapest."

Long-Bell lumber is sold on its merits and lumbermen who offer it to you can extol those merits and substantiate them. For instance, here are the sales points that dealers are using as proof of the merits of Long-Bell lumber, important to the builder:

Long-Bell lumber comes from the manufacturer's own virgin forests.

Each log is cut for the purposes for which it is best adapted.

Long-Bell lumber is milled in the company's own mills all operating under a uniform process.

There is unsurpassed accuracy and thoroughness at every step of manufacture.

Long-Bell lumber is surfaced four sides.

It has had unusual care in trimming.

It comes full length—uniform in width and thickness in all surfaced stock.

Long-Bell lumber shows uniformity of grading.



It shows uniform seasoning in both kiln and air-dried stock.

Lower grades receive the same care and attention as upper grades.

Long-Bell lumber is correctly piled and stored—carefully shipped.

Long-Bell lumber involves a minimum of carpenter labor—planing, sawing and sorting.

With its use there is a minimum of waste due to the uniform quality.

Long-Bell tongued and grooved stock fits snugly.

Long-Bell lumber can always be identified by the Long-Bell trademark on the end of the piece.

An actual investigation among carpenters, contractors and builders proves the contention of Mr. Jones that it pays in the long run to buy good material for your home. This investigation also shows that there is an *immediate* saving on the job in the use of Long-Bell lumber.

This immediate saving is in carpenter labor. Every hour spent by your carpenter in re-working inferior lumber because of imperfect manufacture adds just that much to the first cost of the lumber. Better by far spend that extra labor cost for dependable lumber to begin with.

Long-Bell lumber pledges a minimum of waste carpenter labor; a minimum of repairs, a more permanent dwelling, sturdier construction, more personal satisfaction.

Consider this fact, which is based on actual experience of dealers:

If a carpenter, drawing in wages \$1.00 an hour, and handling 500 feet of lumber a day, is compelled to utilize two hours out of his day in planing, sawing and sorting necessary when "bargain" lumber is used, *he has added \$4.00 to the cost per thousand feet.* Bear this in mind when you hesitate over a comparatively small difference in cost between two bills of lumber.

Long-Bell lumber has real selling points and "reasons why," just the same as any other piece of good merchandise—and you, the buyer, have a right to expect those selling points and "reasons why" when you purchase the lumber that is to go into your home.

Dealers in Long-Bell lumber and



lumber products can explain the difference between good lumber and cheap lumber. There should be no mystery about it. You trade at certain stores because you are reasonably sure of obtaining reliable merchandise. You should make your lumber purchases in the same way—patronize the lumberman who handles reliable merchandise.

True economy in home building means getting full *building value* for the dollars you spend.

Quality materials will give you service and service means value.

The Long-Bell reputation for good lumber has been built up through a period of thirty years. Buy it and save money when you build. Buy it and save money through the years that follow. Buy it and enjoy the satisfaction that comes from living in a well built home.

And in conclusion we leave this thought:

Most persons build a home but once. It represents usually the largest individual item of expense of a lifetime. It is to be for many, many years, the setting for the chief pleasures of entire existence—the protecting shelter for those held dearest in all the world. Is it then not reasonable to consider carefully the choice of such an important part of the construction of your new home as the lumber which builds it!



Financing Your Home



THOUSANDS upon thousands of small homes are built by monthly savings, paid like rent after the family has moved in the home. In many communities families having enough savings to purchase a lot can arrange for a home to be financed in that way. Your local lumber dealer knows exactly how such financing can be arranged, and he will gladly aid you in making satisfactory arrangements, so that you can move in the new home in a few months and have it paid for—your own home—within a few years. Ask him.

Long-Bell

TRADE-MARKED

Products



SOUTHERN PINE LUMBER AND
TIMBERS

CREOSOTED LUMBER, TIMBERS, POSTS,
POLES, TIES, PILING AND
WOOD BLOCKS

CALIFORNIA WHITE PINE LUMBER
SASH AND DOORS

WOODWORK

SOUTHERN HARDWOODS

OAK FLOORING

Know
the lumber you buy

